



# Grow Your Summer Donations with the Great Canadian Giving Challenge

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# Land Acknowledgment

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the Coast Salish People, the Montreal offices are located on Kanien'kehà:ka (Mohawk) territory, and the land on which we operate in Toronto is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.



# About CanadaHelps

CanadaHelps is a charitable foundation working to increase giving in Canada through technology.

CanadaHelps.org provides a safe and trusted one stop destination for discovering and supporting any charity in Canada.

CanadaHelps also develops affordable fundraising technology for **24,000+** charities and provides free training and education so that, regardless of size, all charities have the capacity to increase their impact and succeed in the digital age.

Since **2000**, over **3 million** people have given more than **\$1.7 billion** through CanadaHelps.

# The Great Canadian Giving Challenge

## June 1-June 30



# QUESTION:

## Which tactics or strategies have worked for you to drive donations and raise revenue?

Telling a great story

An urgent request

Match or incentive

Donors promoting for you

Connecting gift to impact



# The Great Canadian Giving Challenge gives you a platform to...

Tell a great story about your mission

Create a sense of urgency to give before a deadline

Provide an extra incentive to give (chance to win!)

Encourage your donors to share with their networks

Share the impact your charity makes

PLUS: A “reason” to ask



# What is the Great Canadian Giving Challenge?

- The Great Canadian Giving Challenge is a contest hosted by CanadaHelps which gives your charity the chance to WIN \$20,000!
- From **June 1st - June 30th**, every \$1 enters your charity for a chance to WIN! \$1 = 1 chance to WIN!
- The more you raise, the more chances your charity has to WIN!
- On July 1st, one randomly selected ballot WINS the \$20,000 prize!



# How does the contest work?

- No need to register. As a registered Canadian charity, you're already eligible!
- All one-time and monthly donations during the month of June via Custom Donation Forms, Peer-to-Peer Fundraising, Ticketed Events, or CanadaHelps.org give your charity a chance to WIN!



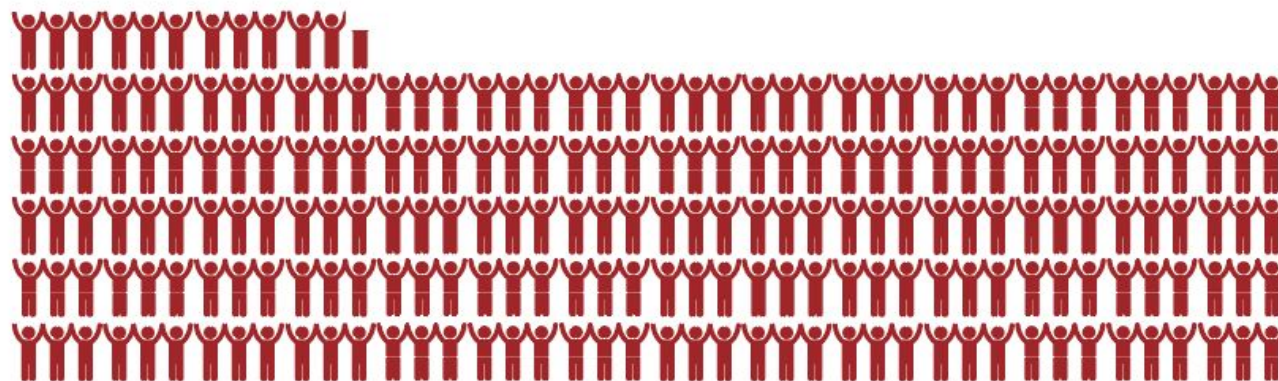


# \$27,576,578

DONATED IN JUNE 2020

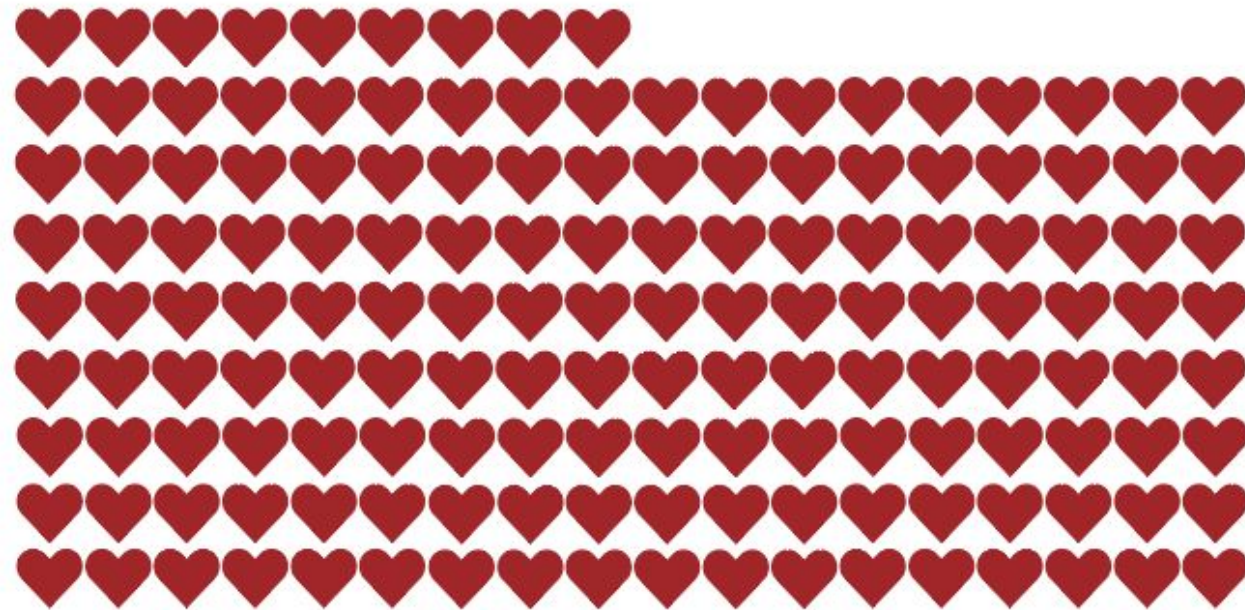
## 221,676 DONORS IN 2020

103% INCREASE FROM 2019    ♡ = 1,000 DONORS



# 15,306 QUALIFYING CHARITIES

27% INCREASE FROM 2019    ♥ = 100 CHARITIES



# 3 Components to GCGC Success

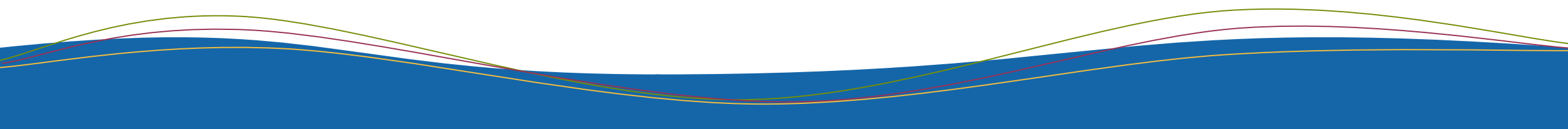


**Every Campaign:**

**Make it Easy**

**Make it Matter**

**Make it Compelling**



# Make It Easy

To understand...

- Why they're donating
- How the Challenge works
- Win or lose their support is important

To help...

- Easy to find donate link
- Single click to donate
- By sharing on social media





# Make it Matter

## Tell stories:

- Stories from beneficiaries
- Stories from staff or volunteers
- Challenges you're facing

## Share impact:

- Share the positive impact you make
- Negative consequence ("Without your help, we couldn't...")

## Get Specific:

- Tangible impact numbers (1000 trees planted)
- Big picture impact (what do 1000 trees mean for the community and the environment)

ALWAYS: What they can do to help!



# Make it Compelling

- Set a campaign goal to give your supporters a shared mission
- Provide updates on goal progress
- Create urgency, especially as you reach the end of the month
- Inspire your donors by sharing what you could do with the campaign's goal amount or with the \$20,000 prize



# 5 Strategies to Drive Donations





# 1. Create a strong ask: Be specific and show impact

- Set a campaign goal - connect it to impact.
- Be specific with your asks
- Tell them what their donation will achieve
- Tell them what \$20,000 will achieve

**DONATION DETAILS**

AMOUNT\*

*\$50 will give ten children breakfast for a week!*

**Make it Easy:** Suggest gift amounts on your donation form.

**Make it Matter:** Connect each suggested amount to impact.

**Make it Compelling:** Use infographics or photos to illustrate impact.



## 2. Create a strong ask: Tell a story, make it personal.

- Feature a letter from a beneficiary or participant.
- Include quotes or a testimonial in your ask or on your campaign page.
- Consider video! Have staff, volunteers, or participants tell your story and make the ASK.

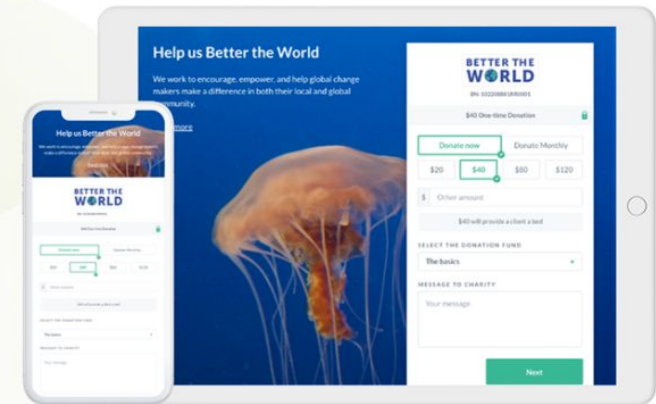
**Make it Easy:** Include a link directly to your form.

**Make it Compelling:** Brand and customize imagery/copy on form to reinforce the story from your ask.



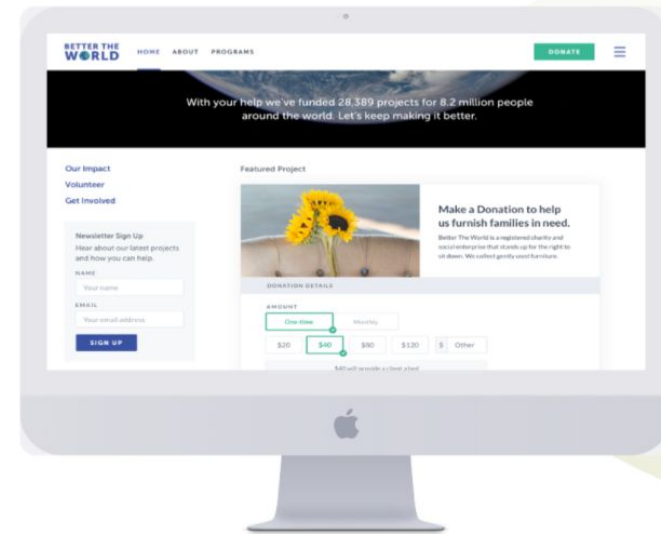
# Custom Donation Forms

- One-time and monthly donations
- Full donor information and powerful reporting tool
- Tribute giving with free and/or custom eCards
- Fully mobile-optimized
- Embed form on your website
- Choose your colours, copy, imagery and more
- Robust fund support
- Array of optional features
- Built-in social sharing
- Fundraising thermometer option



# Campaign on CanadaHelps.org

- Raise more by showcasing specific fundraising needs, initiatives, and even charitable gifts by easily creating a campaign page.
- CanadaHelps will promote your campaign on our popular campaign-browsing page!
- Add fundraising goals, photos, videos, suggested donation amounts, and end dates to create a sense of urgency and more.



### 3. Leverage you supporter's passion and their network

- Be direct: Ask your supporter's to share
- Reach out to influencers who might be a supporter
- Don't forget your staff!

**Make it Easy:** Provide links and sample copy in your emails. Create a direct link or use a social sharing tool. After donation there is a link to share built into forms.

**Make it Matter:** Tell them why they should share: "Help Us Win!"







## 4. Create a competition

- Use our P2P platform to encourage third-party or team-based fundraising
- Competition for “shares”
- Consider some kind of prize (t-shirt, donated gift basket, an exclusive benefit, etc.) or recognition (mention in your newsletter).

**Make it Easy:** Create a P2P to encourage fundraising. Give each fundraiser tips on success.

**Make it Compelling:** Send weekly updates, increasing urgency near month-end.

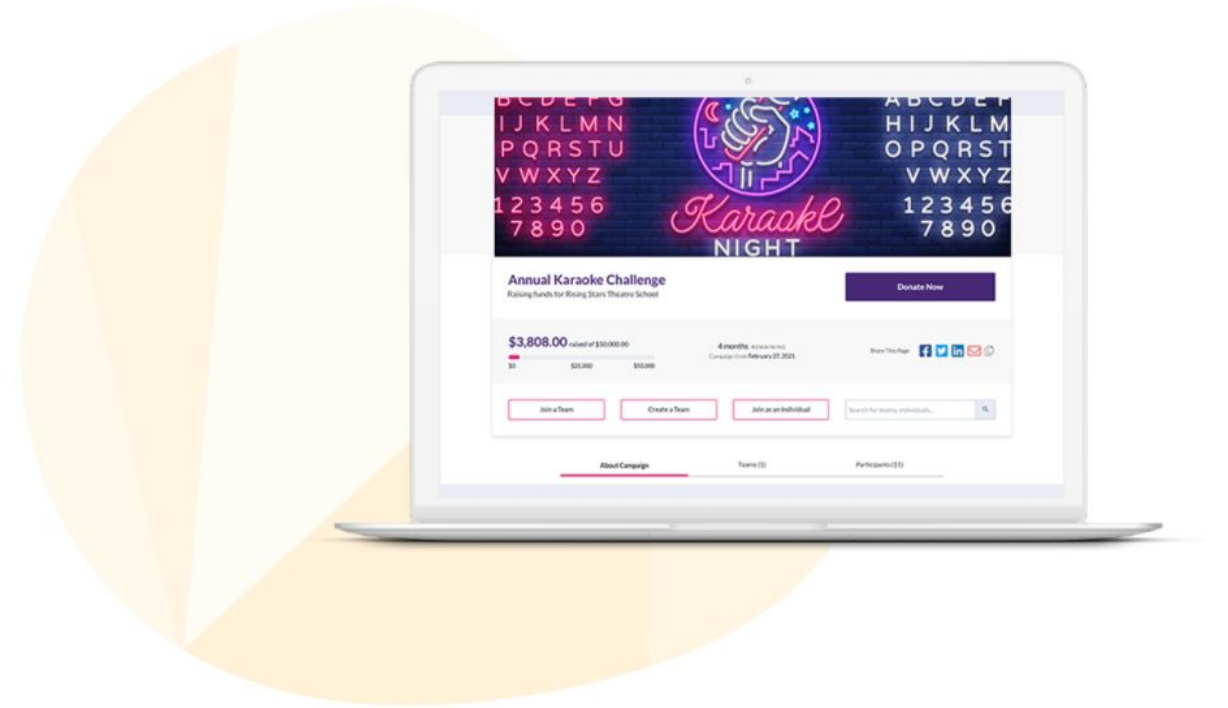
**Make it Matter:** Include stories from beneficiaries or stories of your impact to inspire them.

Top Fundraising Teams		View All	Top Fundraising Individuals		View All
1	 <a href="#">Saving the Bears Team Page</a> Raised \$800.00	>	1	 <a href="#">Pilar's Page</a> Raised \$1,000.00	>
2	 <a href="#">Lauras Team</a> Raised \$500.00	>	2	 <a href="#">Saving the Bears Personal Fundraising</a> Raised \$800.00	>



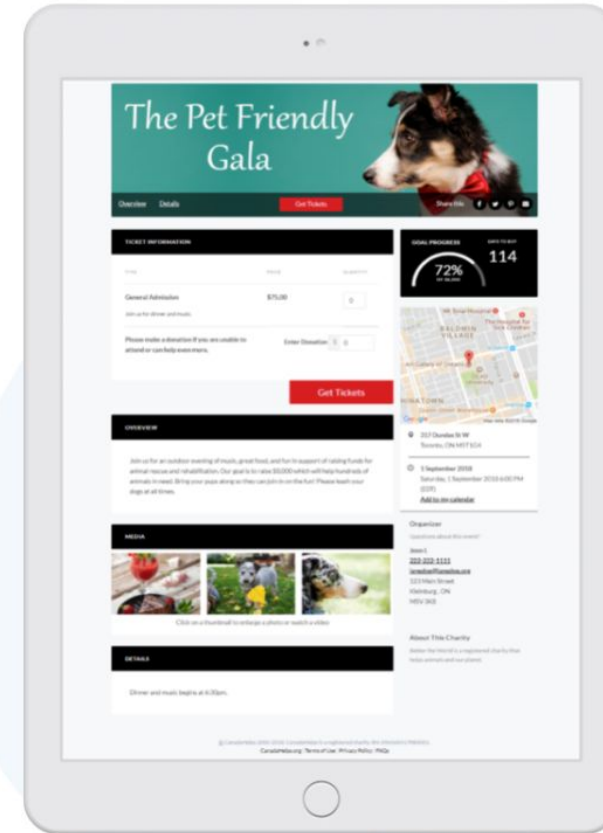
# Peer-to-Peer Fundraising

- Run team-based charity walks, runs and "thons"
- Enable corporate and individual third-party fundraising events
- Leverage dynamic fundraising thermometers, supporters wall, top fundraisers, and more!
- Keep fundraising totals up-to-date with offline donation support
- Built-in social sharing and email tools
- Simple, customizable team and participant sign-up, with the option to sign up via social media account



# Ticketed Events

- Launch Run free and paid events
- Fully mobile optimized
- Add a donation ask
- Offer multiple ticket types
- Built-in social sharing
- Instant, post-event or split receipting, or no receipts





## 5. Generate media buzz

- Local outlets are looking for content
- Research the right contacts, familiarize yourself with their work.
- Write a short media “pitch” including:
  - Background about your charity and the Challenge
  - Tangible details of what your charity contributes to the community
  - Campaign details and what funds raised will help you achieve
- Follow up with the news outlet 1-2 days later
- Prepare talking points for your media interview

**Make it Easy:** Sample press release.

**Make it Compelling:** Play the local angle. Connect it to impact or tell a story.



### **New animal shelter headed for Edmonton's south side**

Jeff Labine  
Jan 26, 2020 • January 26, 2020 • 1 minute read • [Join the conversation](#)



A new animal shelter is opening in south Edmonton Supplied

**Remember! Every donation through  
CanadaHelps is a ballot!**



# REMEMBER: Every donation through CanadaHelps is a ballot!

- Customize a Donation Form
- Create a Virtual Peer-to-Peer Fundraiser
- Create a Virtual Event
- Create a CanadaHelps Profile Campaign

The collage displays four different campaign pages on the CanadaHelps platform:

- Top Left:** A campaign for the "IISD Experimental Lakes Area (IISD-ELA)". It features a progress bar showing a goal of \$16,000 and a "Donate Now" button.
- Top Right:** A campaign for the "'Fore Mississauga' Golf Tournament" by The Community Foundation of Mississauga. It includes a "Get Tickets" button and a "Save the Date" graphic.
- Bottom Left:** A campaign for the "Great Canadian Giving Challenge" featuring a "Virtual Talent Show!". It shows a progress bar for a \$7,100 goal and a "Donate Now" button.
- Bottom Right:** A campaign for the "Great Canadian Giving Challenge" with the goal of helping to win \$20,000 for lifesaving surgeries. It includes a "Donate Now" button and a "Donate Monthly" option.

# Important Links

- [Challenge Resource Centre](#)
- [Media Pitch Template](#)

# | Get in Touch!

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